Case story - Merrild

When the merchant, Møller H. Merrild, bought a coffee roaster in 1960 and installed it in the boiler room under his grocery store in Kolding, Denmark, he had probably not anticipated that Merrild would become a market leader and part of an international group. For Merrild, however, it only went one way: forward. First, it became nationwide, then a gradual expansion into other markets began, and in 1979, Merrild was sold to Dutch Douwe Egberts and became part of the second largest "coffee family" in Europe. Today, Merrild is part of D. E. MASTER BLENDERS 1753. Merrild is known for strong brands as Merrild, Cafe Noir, and Senseo. In addition, Merrild has a division focusing on the B2B market with a wide range of machinery and equipment, drinks, and accessories.

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Case is based on an interview with Jørn Grøn
- Business Support Manager - Merrild

"Forecasting of both promotions and baseline works perfectly, and very importantly, the interface to our own systems works great".

"We feel that communication with our supply chain has become much easier".

Challanges

In our previous ERP system, we had a module that we used for promotion planning. We faced great challenges with the accuracy of our forecasts, and campaign measurement was virtually non-existent. With the implementation of SAP, we got a good opportunity to look for a different and better solution for our campaign planning. We did a lot of preparatory work and drew up specifications, in which some of the mandatory requirements were:

- Forecasting with far better accuracy
  (a big challenge to get baseline to fit, as coffee is a very promotion-driven category)
- Automatic integration of settlements for SAP
- Full and automatic integration with the Field Force System

Solution and Implementation

We compiled a very thorough specification of requirements that we used in the process of evaluating potential solutions from multiple suppliers. Here, it was clear that Effectmakers with BMS could match our requirements.

There will always be challenges when you have to implement new systems. So, it was not surprising that there were a few knots in connection with the implementation of BMS, including in the complex integration to our ERP system.

Experiences and Effects

Experience with BMS and the results we have achieved are very satisfying. We are not yet fully deriving full advantage from all the capabilities of BMS, but we are rapidly approaching that state..

Communication with our supply chain has become much better, forecasting of both campaigns and baseline work is absolutely perfect, and the pullouts to our own systems work great. Several persons in our organization did not believe it would be possible. As for our customers, we have been able to adjust our campaign letters individually with BMS and send them electronically - it's a big plus.

The conclusion is that we made a choice and that we have got a solution that fully meets our requirements and specification.

Facts:
- Turnover: +500 million DKK
  Number of BMS users: +10
- BMS is integrated with master data from SAP and sends campaign settlements back to BMS. Furthermore there are integrations for Merrild's field sales system
- BMS integration with CatMan Solution

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